



IT'S TIME ENERGIZE THE MOVEMENT

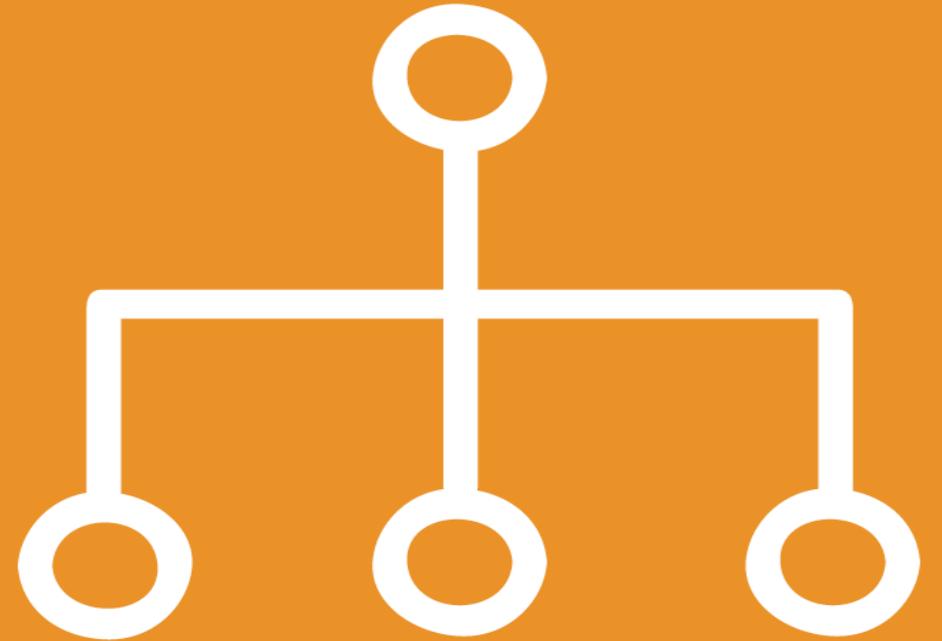
NAATPN'S ROLE IN THE HEALTH EQUITY MOVEMENT

Michael Scott, Program Manager
Channte' Keith, Director of Programs



ABOUT US

NAATPN, Inc. is a national network that facilitates health programs to benefit communities and people of African descent.

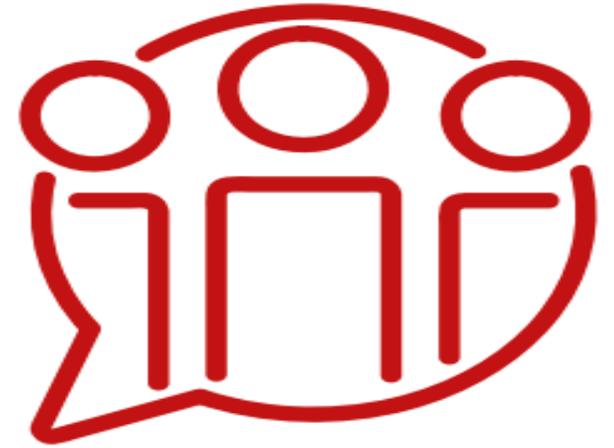


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NATIONAL NETWORKS

ASPIRE

Geographic Health Equity Alliance



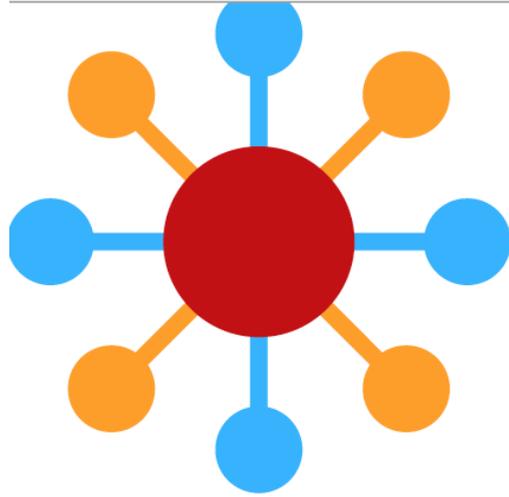
National Behavioral Health Network for Tobacco and Cancer

National LGBT Tobacco-Related Cancer Network

National Native Network

Nuestras Voces (Our Voices)

SelfMade Health Network



NETWORK MEMBERS

Tobacco and Cancer Control State Programs

Faith-Based Institutions

Community-Based Organizations

Voluntary Organizations

African American Civic Organizations

Higher Learning Institutions (Historically Black
Colleges and Universities)

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NAATPN STRATEGIES



ENGAGEMENT

Training and TA
Large Scale Events
Partnership Development



MEDIA

Campaign Promotion
Website
Social Media



RESULTS

Capacity Building
Policy Change
Brand Awareness

NAATPN STRATEGIC PARTNERS

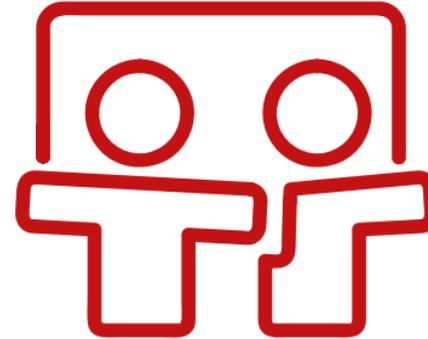
African American Tobacco Control Leadership Council

Prostate Health Education Network

University of Alabama at Birmingham

NAESM, Inc.

ACI 3 Media



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NAATPN TRAININGS

Empowering and Mobilizing Communities for Policy Change

Tobacco 101

Plan to be Tobacco Free (Tobacco Free Campus and Policy Change)

Pathways to Freedom

Banning Menthol as an End Game to Tobacco Use

Health Equity in Practice: Engaging African Americans in
Tobacco Control Efforts

Smoking While Positive

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TECHNICAL ASSISTANCE

Tobacco Prevention

Cancer Disparities

Environmental Policy Solutions

Youth Empowerment

Coalition Building

Community Engagement

Cultural Competency

NO MENTHOL SUNDAY



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NO MENTHOL SUNDAY



SUNDAY MORNING HEALTH CORNER
No Menthol Sunday is May 19

Tobacco kills 47,000 African Americans every year. That's more than homicides, suicides, AIDS-related deaths, car accidents & police brutality combined!

Most teens & African-Americans who smoke choose menthols because the minty flavor makes it easier to start smoking--this also makes it harder to quit.

Here's how we can improve our health and get tobacco out of our communities:

- **Prayer changes things.** Quitting is hard & can take several tries. Support & celebrate those in your life who want to quit.
- **Speak up.** Ask local store owners and businesses to boycott products like Swisher Smokes, Black & White, and flavored e-cigarettes that are heavily marketed to Black youth and often cheaper in communities of color.
- **Support a menthol ban.** Talk to your state & local representatives about your concerns and support local restrictions on menthol & flavored tobacco to help cut smoking rates among African Americans.
- **Call 1-800-QUIT-NOW.** If you want to quit smoking call today. You'll get free resources & personal coaching.

WWW.BALMINGLEAD.ORG
822 Bluebell Park Drive, Suite 110
Baltimore, VA 22028
804.644.2204

Sponsored by

Menthol Talking Points
Sermon Topics
Recommended Activities
Tobacco Free Church Grounds
Church Announcements

NO MENTHOL SUNDAY



NO MENTHOL SUNDAY | MAY 19

MENTHOL
CIGARETTES ARE
EASIER TO **START**
AND HARDER TO
QUIT.



NO MENTHOL SUNDAY | MAY 19

FLAVORED CIGARETTES WERE
BANNED BECAUSE A BAN
HELPS TO SAVE LIVES.

BUT THE **MENTHOL**
FLAVOR IS STILL
ALLOWED IN
PRODUCTS MOST
OFTEN SMOKED
BY **BLACK** PEOPLE.



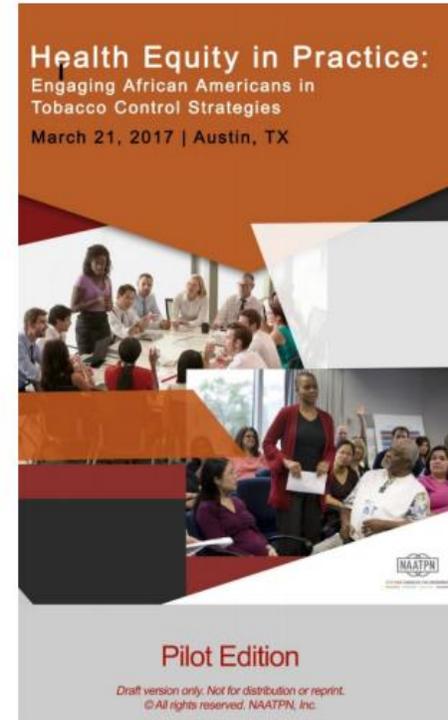
PATHWAYS TO FREEDOM

Leading the Way to A Smoke Free Community

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TRAINING GUIDE

- African Americans and Health Outcomes
 - African American Culture
- Testing an Organization's Cultural Competency
- Developing a Common Language for Health Equity
 - Strategies for Engaging African Americans



CHICAGO

In 2013, Chicago became the first jurisdiction to include menthol in a law that regulates tobacco products.

Established a 500 buffer zone that restricted the sale of flavored tobacco products around Chicago Public Schools.





SAN FRANCISCO

In 2018, San Francisco voters approved Proposition E, which approved a ban on the sale of flavored tobacco products including menthol.



SUCSESSES

Chicago, IL

San Francisco, CA

Oakland, CA

Minneapolis/St. Paul, MN

Duluth, MN

POLICY SOLUTIONS



Train Youth on Menthol and Industry Targeting

Retailer Education

Relationship Building

Community Mobilization

Media Campaign and Outreach

Strong Partnerships

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PACT



- Testing
- Act Against AIDS Material Distribution
- Large-Scale Events
- National Dialogue on HIV
- Communication Deliverables
- Partnership Development

NAESM'S ANNUAL MEETING



108-beyeJV/?tagged=naesm



NAESM'S ANNUAL MEETING



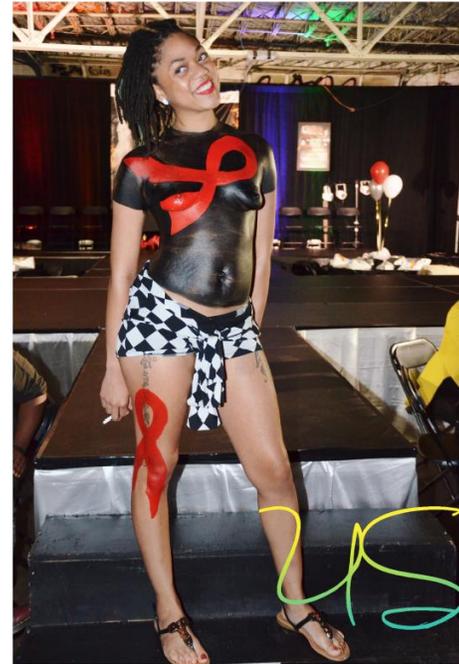
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NAESM'S TWISTED CIRCUS



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NAESM'S TWISTED CIRCUS



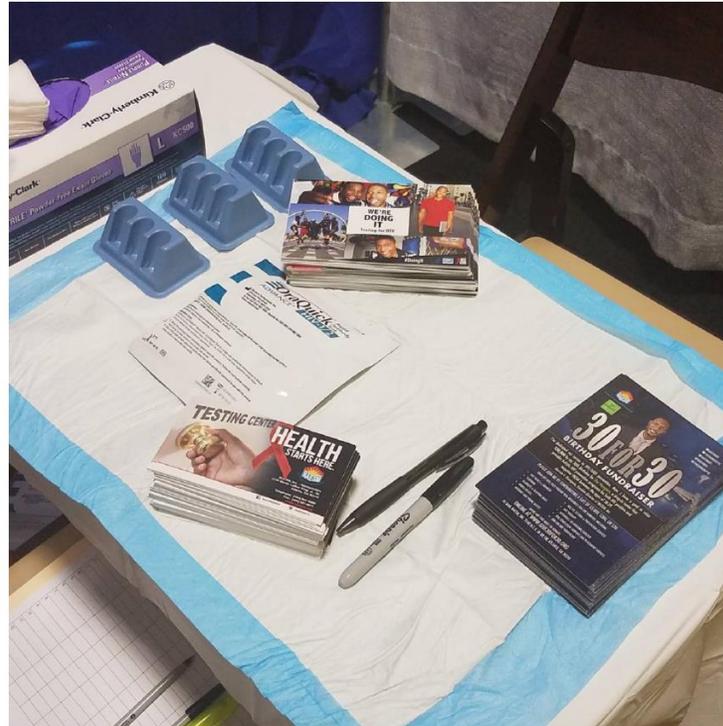


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CIAA BASKETBALL TOURNAMENT





ESSENCE FESTIVAL





“We laugh, love, and support one another.”

Life with HIV can have its challenges. But with the support of family and friends, we are able to thrive and live healthy lives.

Let's stop HIV stigma together.
Learn how at cdc.gov/together

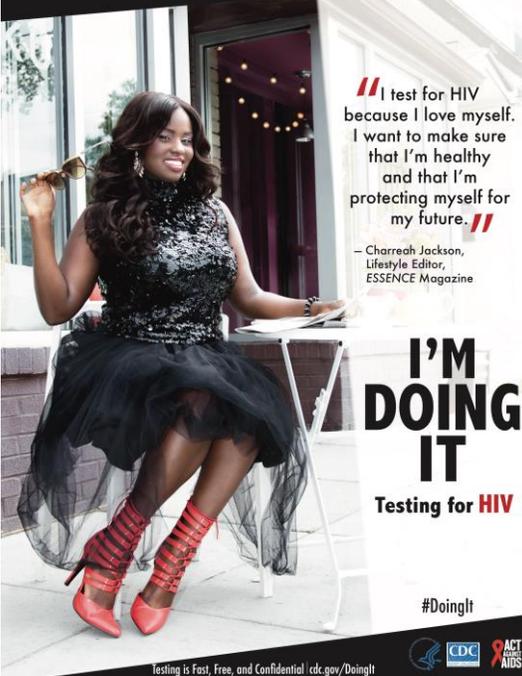
**LET'S STOP HIV
TOGETHER**

 /ActAgainstAIDS  /ActAgainstAIDS  @TalkHIV



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DOING IT



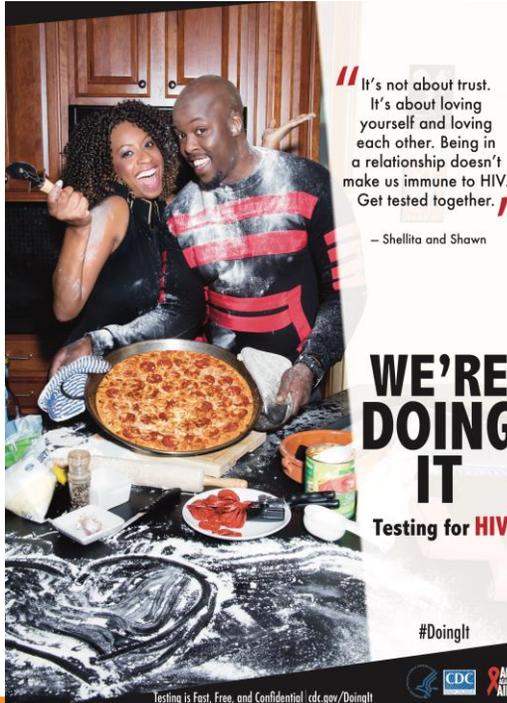
“ I test for HIV because I love myself. I want to make sure that I’m healthy and that I’m protecting myself for my future. ”

— Charreah Jackson, Lifestyle Editor, *ESSENCE* Magazine

I’M DOING IT
Testing for HIV

#DoingIt

Testing is Fast, Free, and Confidential cdc.gov/DoingIt



“ It’s not about trust. It’s about loving yourself and loving each other. Being in a relationship doesn’t make us immune to HIV. Get tested together. ”

— Shellita and Shawn

WE’RE DOING IT
Testing for HIV

#DoingIt

Testing is Fast, Free, and Confidential cdc.gov/DoingIt





4,793,200

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**SOCIAL
MEDIA**

**Black
= Body
Health**

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SOCIAL MEDIA

Protect Your #BlackGirlMagic

Get Tested. Get in Care.

HIV rates for Black women are among the highest in the nation. On National Women and Girls HIV/AIDS Awareness Day, explore your treatment and prevention options. And don't forget to ask about PrEP. Protect your shine.

#NWGHAAD | March 10



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SOCIAL MEDIA



Black Body Health @blackbodyhealth · May 2
#NoMentholSunday is about encouraging everyone in your life to learn more about making healthy choices. Let's #getfree together bit.ly/nomentholsunday



Black Body Health @blackbodyhealth · Apr 11
Tackling smoking in the black community — a step toward eliminating health disparities



Tackling smoking in the black community — a step ...

A major factor is that African-Americans are far more likely to smoke menthol cigarettes, which may be more addictive than non-menthol.

thehill.com



HIGHLIGHTS

350 diverse professionals

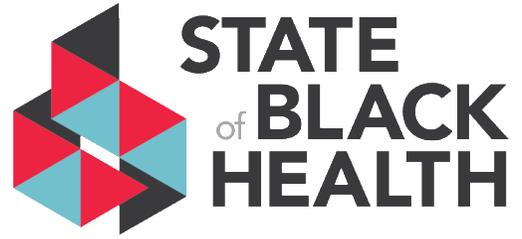
Wide range of topics

Strong panels and keynotes

Great partnerships







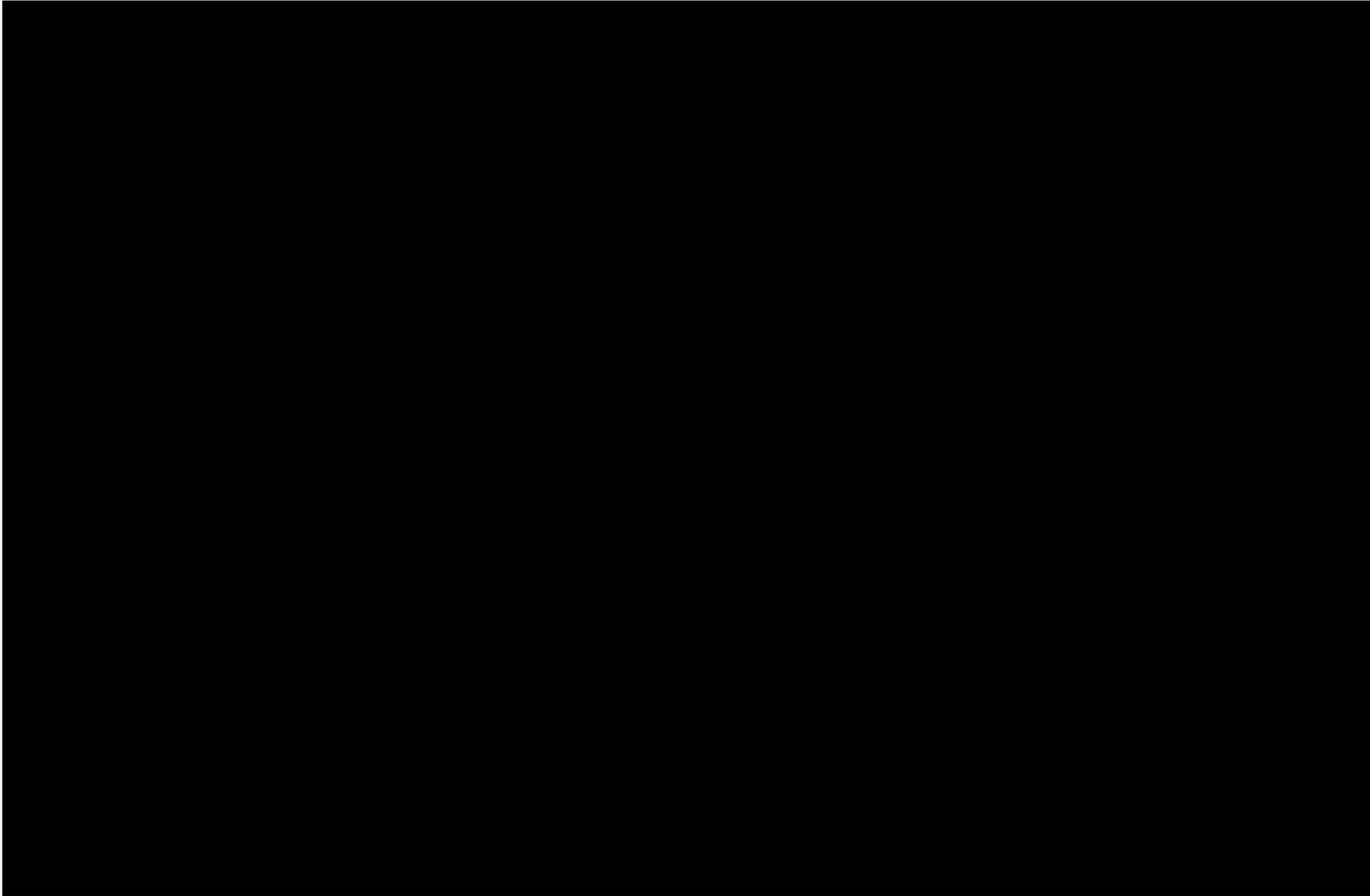


STATE
of BLACK
HEALTH

2018



**THE HEALTH EQUITY
POLICY PLATFORM**





“This conference has assisted Georgia identifying new allies/like minded persons and new geographic areas of the state to engage in chronic disease best practices.”

“The opportunity to network with people who are doing such great work was empowering, educational and beneficial.”

“This was a very unique conference in that lots of data and evidence was shared, but not in a traditionally academic way. It was translated into action, through community and policy interventions, This was very refreshing and engaging, which allowed me to think about my own research in a new and innovative way.”

“Best conference I’ve ever attended thus far...”



STATE of BLACK HEALTH

SEPTEMBER 1-3 in CHARLOTTE, NC

Registration opens MLK Day



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Durham, NC 27705

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